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EXECUTIVE SUMMARY

The NZ magazine industry was deeply affected by COVID-19.

Many publishers didn't survive the pandemic, and local titles virtually disappeared from shelves. Important voices were silenced and the opportunity to share our stories lost.

With few local magazines on shelves, an audacious idea was born: although NZME is an expert in daily news media, we'd launch our first-ever glossy retail magazine, available nationwide.

VIVA Magazine was born in lockdown and launched to immediate success.

This brand-new magazine was a commercial powerhouse, with strong advertiser and audience support, becoming NZ's #1 monthly/quarterly title at retail at launch.





Viva Magazine was born of hustle, heart, and sheer determination.

The project achieved every goal we asked of it:

1

Advertising revenue covered every cost

Without commercial support, the project would fold.

The project was green-lit on June 29... By July 1, sales collateral was in-market. Within two weeks, we'd pitched the title to every significant client and media agency. By the frighteningly short booking deadline (August 14,) we'd secured production funding, and more.

Before closing sales, we were able to invest in increasing the book size from a planned 124 pages to a chunky 164. More pleasingly, we were able to report a very healthy profit.

2

We dominated at retail

As Auckland dipped in and out of lockdown, and on top of existing deadlines, Viva's editorial team delivered a stunningly beautiful magazine from scratch, in just 7 weeks.

This punishing deadline enabled us to achieve an outstanding result at retail: we were on sale 31 August, just 2 months after the project was launched.

As the first mass-interest fashion & lifestyle title to market, we captured premium ranging positions in-store for the first week of launch. That positioning delivered a previously unimaginable goal – in its first week, Viva Magazine launched as NZ's #1 selling monthly/quarterly title.

3

We created a magazine worth reading

It was launched across Viva's existing channels — newsprint, social media, EDM, and digital —and through the wider NZME network.

Reader research showed that we'd reached a new market, not previously familiar with the brand.

A massive 89% said they'd read it again in future, and research further confirmed that we'd achieved something special.

IN 2020, THE NZ MEDIA MARKET WAS SHAKEN TO ITS CORE BY COVID-19.

Three factors impacted the industry:

— Advertising:

The economy of our island nation is dependent on tourism and exports, both of which were at risk as the global pandemic took hold. With our economy in freefall, advertisers re-trenched, withdrawing both immediate and future commitments.

Production:

- In March, the New Zealand government introduced a hard lockdown. Only essential business services were to continue. Newspapers, television, and radio were deemed essential — magazines were not.

Distribution:

- Consumers were encouraged to stay at home, and could no longer go to newsagents at will. With no time to browse the magazine shelves – and so few titles to select from — magazine sales all but halted.

These factors had immediate effect

Bauer Media withdrew overnight from the New Zealand market, making its workforce redundant and forcing the immediate closure of its titles. A number of smaller publishers followed suit, unable to sustain a business with — effectively — no product to sell.

We knew that magazines would come back but for a moment there was a gap in the market — for advertisers, consumers, and retailers.

Although NZME had no prior experience in magazines, an audacious idea was born: we would capture the moment to launch a brand-new high-quality glossy retail magazine, filling the gap in the NZ magazine market.

VIVA

VIVA MAGA- ZINE'S LAUNCH ANNOUNMENT

"Springing from the loved and trusted Viva weekly brand, Viva Magazine joins our print family as a companion to the season, with lush features and smart reportage. Though distinctly local in voice, it has a confidently global outlook".

"Readers are looking for connection and joy, seeking out innovation and locality. They rely on Viva's expertise and taste to navigate the consumer market and be up-to-date with the latest in life and style – authenticity is everything".

"Time, quality, sustainability, integrity and community are significant now — for readers, magazines and businesses. Viva Magazine draws on our network of experts to engage and inspire the mindful consumer, who respects creativity and quality in both products and experiences".

"Viva Magazine is supported by nationwide marketing across NZME channels and assets".

Amanda Linnel

— Editor

THE GOALS WERE AMBITIOUS

1

Advertising revenue would need to cover all production and distribution costs and deliver a hefty profit, or the project would be cancelled.

Dominate at retail. Once lockdown ended, only the first-to-market mass-interest title would capture premium-ranging positions in-store.

2

3

Deliver a magazine worth reading. NZME's weekly 'Viva' NIM (the newspaper-inserted magazine in the New Zealand Herald) was the ideal brand to extend into this new gloss format. With a dedicated existing audience online, on social and in newsprint it would seed the ground for the new magazine's content. This project needed to deliver the level of quality expected by Viva's readers across its content pillars of fashion, beauty, design, food and travel... in an entirely new format.

VIVA
MAGAZINE



VIVA MAGAZINE VOL.1 DELIVERED

NZ\$295,000 revenue

NZ\$183,000 (165%) profit

7,315 copies sold

#1 monthly/quarterly
at launch

89% reader approval rating

#1 monthly/quarterly title at
retail in launch week

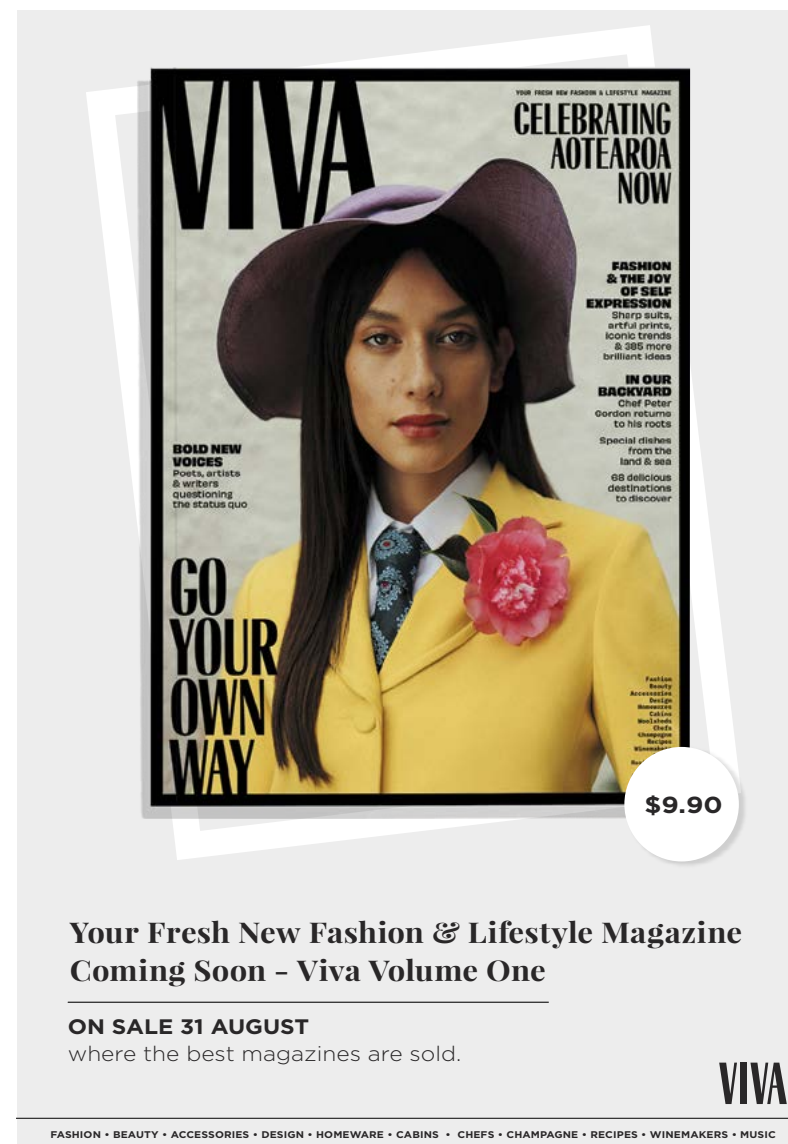


PROMO

PRINT AND BILLBOARDS

The magazine was promoted online and in print, on radio and on outdoor media. The Viva Weekly newspaper-inserted magazine is primarily distributed in the North Island.

The marketing campaign for Viva Magazine was designed to launch this all-new title nationwide. The magazine's bold cover design led the campaign and photographed by an emerging photographer Hohua Kurene Ropate — a testament to the Viva brand's commitment to providing a platform for the next generation of talent in Aotearoa. This re-enforced the message of the 'new and unexpected' and positioned Viva as a leader in its field. To debut this gloss edition with its cover star — top model Manahou Mackay was also a landmark for many reasons.



PROMO

SOCIAL

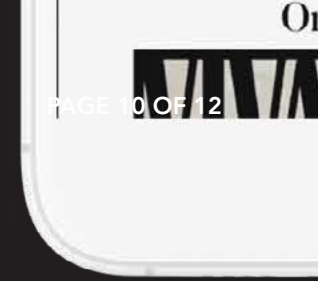
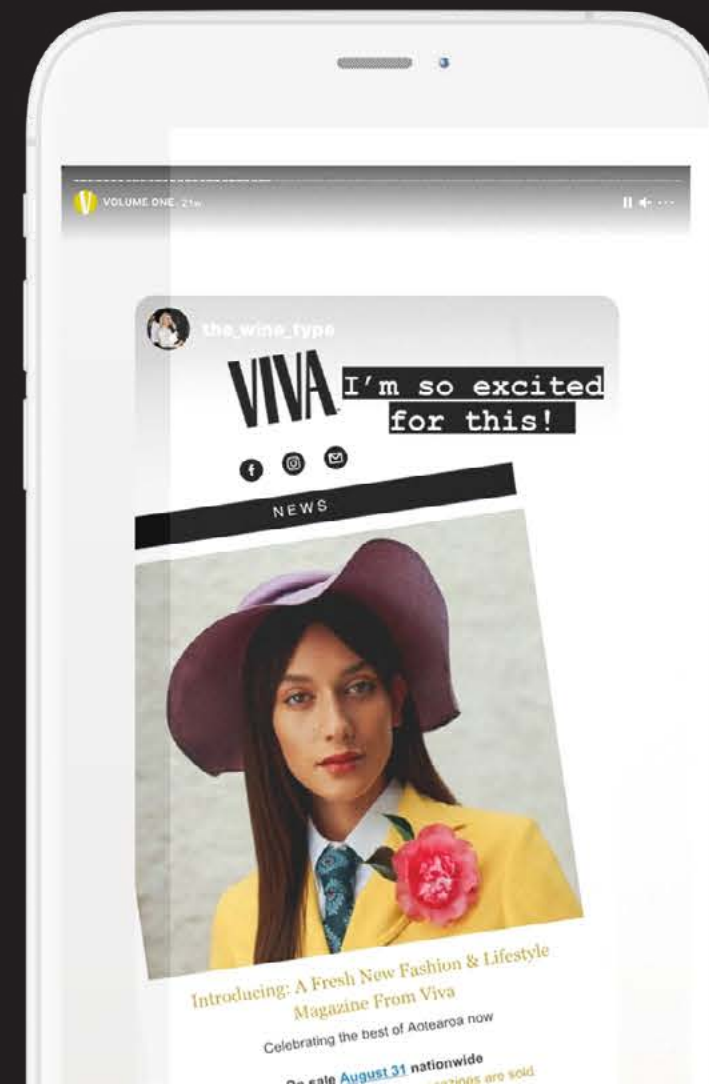
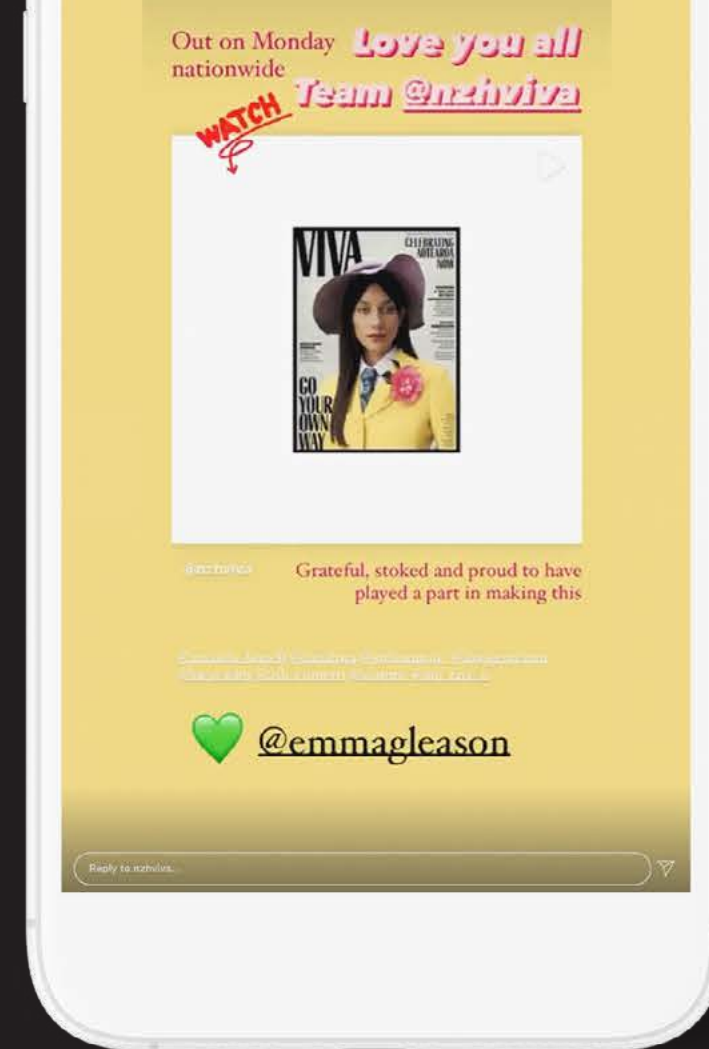
The launch generated a wave of positive commentary and interaction on social including an interactive face filter to commemorate the launch created by Dunedin-based multidisciplinary artist Max Mollison. The excitement from the community was overwhelming, with people sharing photos, interacting with the brand's new publication and creating an organic buzz that money can't buy.

VIDEO LINK — CLICK TO PLAY (INSTAGRAM STORY)

[HTTPS://VIMEO.COM/505475566/921016825D](https://vimeo.com/505475566/921016825D)

BEST USE OF PRINT

— VIVA MAGAZINE VOL 1



RESPONSE

"I love the bold colours, I love the diversity in your models, I loved the fashion, I loved the quality of journalism, I love the foodie articles, I loved the layout and photography. There is something quite unique and special about this magazine that sets it apart from other magazine I choose to read".

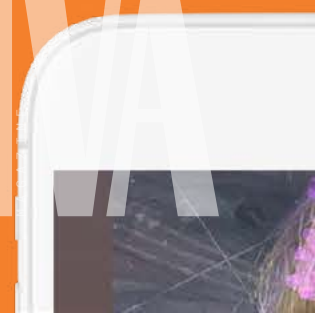
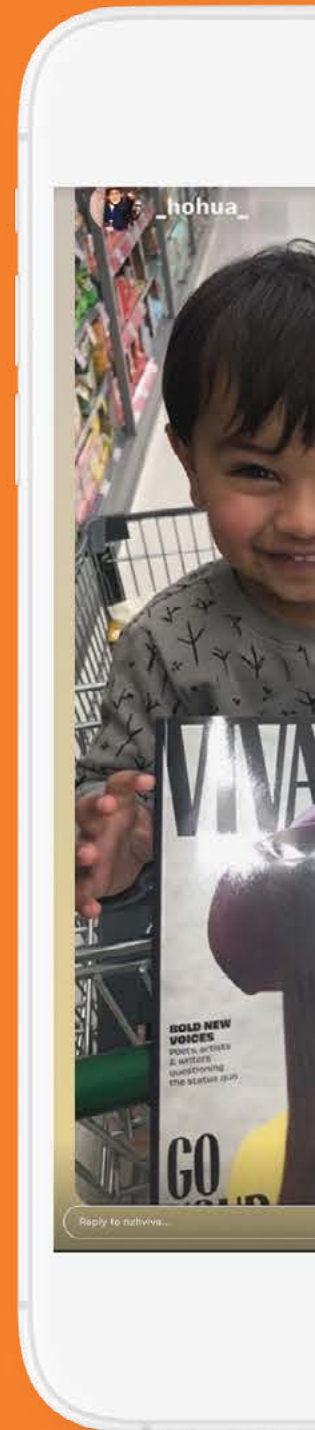
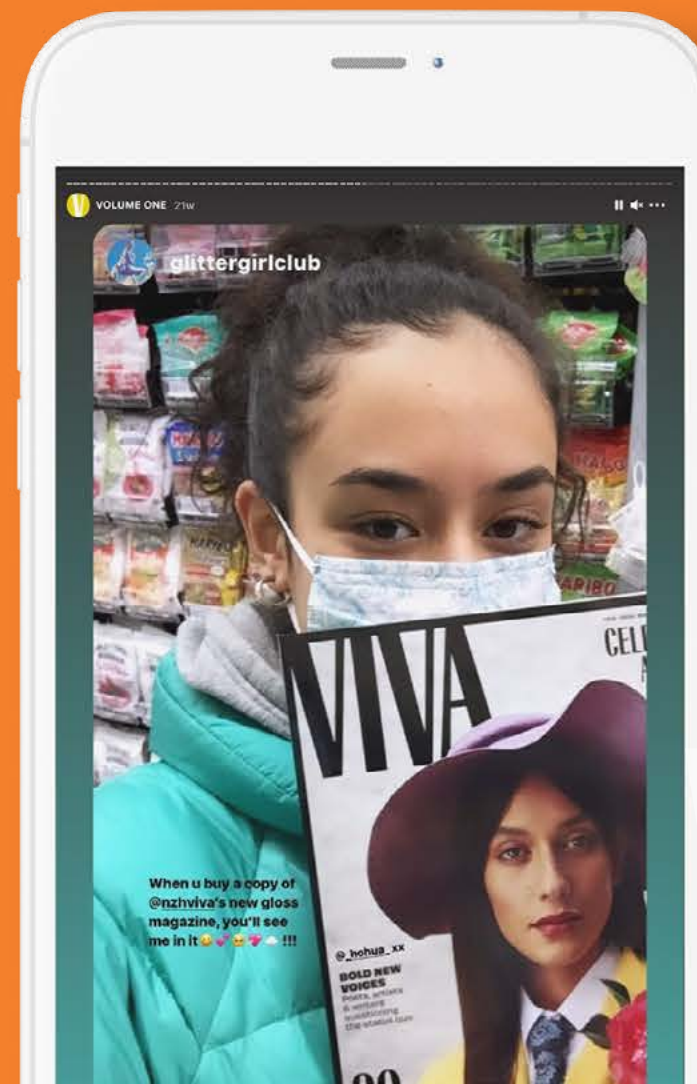
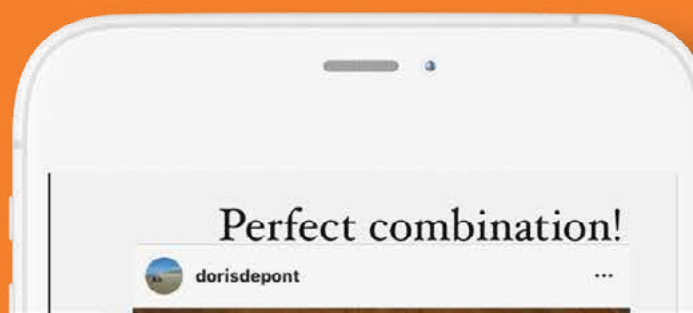
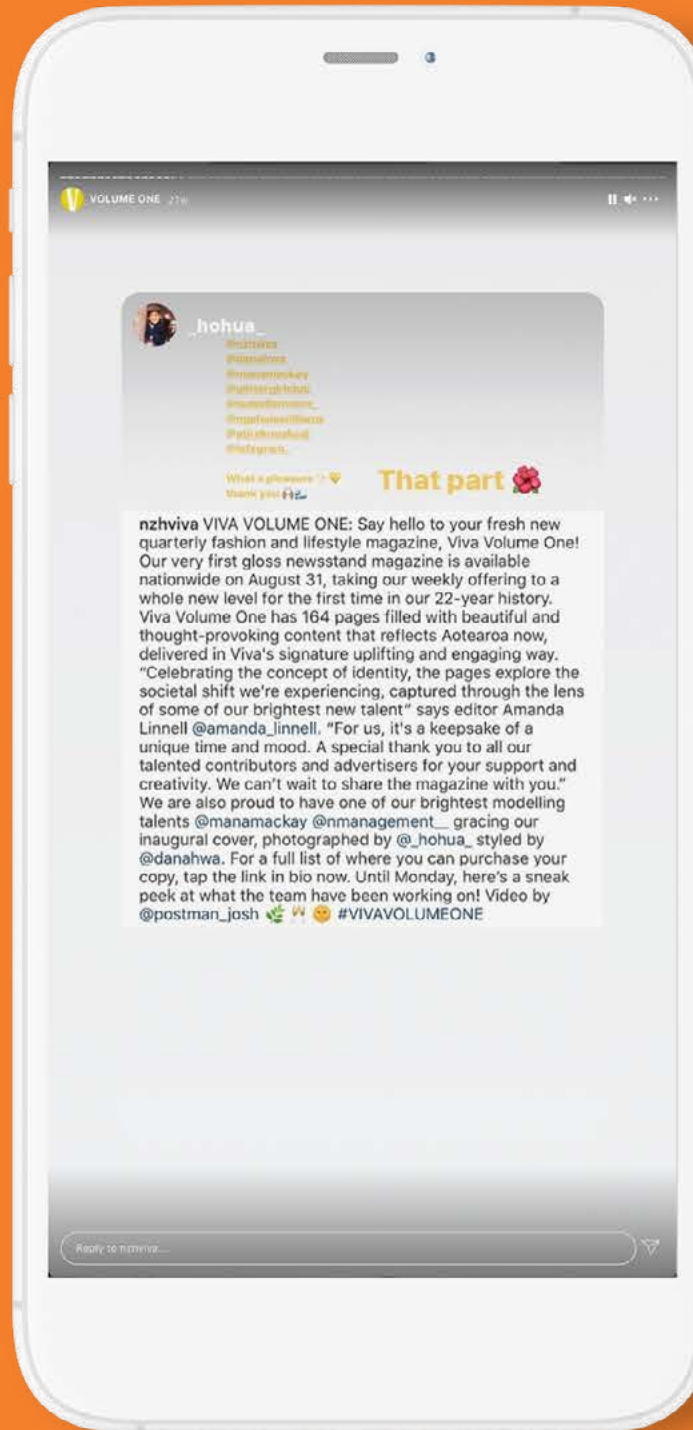
"I loved the models with brown skin (like me!!)
and I loved the clothes".

"The featuring of talent like Courtney Sina Meredith, non-gender binary or 'trendy' voices and of course anything that mentions food or wine".

"Congratulations a fantastic read and looking forward to the next issue".

BEST USE OF PRINT

— VIVA MAGAZINE VOL 1



“Elevating its award-winning weekly magazine into an entirely new realm with a stand-alone quarterly gloss edition requires content that documents moments in time, with less focus on immediacy but rather on stories that are timeless barometers of where we are as a society in that given moment — 2020 was the perfect year to do this.

It was an opportunity to put Viva’s best foot forward and highlight the key features and topical stories of 2020 in depth; from our real-life experiences with a global pandemic to the issues of race and politics that defined the year.

In its 23 years as a magazine weekly, six years online in the digital space at Viva.co.nz and a decade on social media, Viva has led the local conversation when it comes to representation of BIPOC and minorities, showcasing other publications in the market that it is indeed possible to change the conversation particularly around formulaic magazine tropes in the fashion and lifestyle sector. Our cover star herself has a personal and captivating story and her contribution to our debut magazine is significant.

Viva Magazine — Volume One, captured this with engaging stories with local Black creatives, poets, models and heroes in the culinary scene from all walks of life — from those featured to those contributors behind the scenes who lent their voice to this seminal publication.”

Dan Awa

— Fashion and Creative Director

VIVA



CELEBRATING AOTEAROA

Viva Magazine is beautiful, unusual, and fresh.
It champions local faces, landscapes, and voices, introducing
contemporary talent and heroing the new.